

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
( Not for submission under 37 CFR 1.99)

Application Number	09409594
Filing Date	1999-09-30
First Named Inventor	Bassett et al.
Art Unit	2421
Examiner Name	Salce, Jason P.
Attorney Docket Number	AT9-99-254

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	1	5724091		1998-03-03	Freeman et al.	
	2	5778184		1998-07-07	Brownmiller et al.	
	3	5778187		1998-07-07	Monteiro et al.	
	4	5848396		1998-12-08	Gerace	
	5	5877755		1999-03-02	Hellhake	
	6	5893091		1999-04-06	Hunt et al.	
	7	5901287		1999-05-04	Bull et al.	
	8	5918014		1999-06-29	Robinson	

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9	5931901		1999-08-03	Wolfe et al.	
10	6002394		1999-12-14	Schein et al.	
11	6018659		2000-01-25	Ayyagari et al.	
12	6044376		2000-03-28	Kurtzman, II	
13	6047327		2000-04-04	Tso et al.	
14	6088722		2000-07-11	Herz et al.	
15	6122263		2000-09-19	Dahlin et al.	
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18	6285317	B1	2001-09-04	Ong	
19	6366298	B1	2002-04-02	Haitsuka et al.	

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	20	6553178	B2	2003-04-22	Abecassis	
	21	6801944	B2	2004-10-05	Motoyama et al.	
	22	7010492	B1	2006-03-07	Bassett et al.	

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	1	2250450	CA		1999-04-16	Lemole et al.		<input type="checkbox"/>
	2	0847156	EP	A2	1998-06-10	Wolfe et al.		<input type="checkbox"/>
	3	2327837	GB	A	1999-02-03	Butler et al.		<input type="checkbox"/>

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	4	10257050	JP		1998-09-25	Motoyama et al.	Corresponds to U.S. Patent No. 6801944	<input type="checkbox"/>
	5	11512903	JP		1999-11-02	Butler et al.	Corresponds to GB Publication No. 2327837	<input type="checkbox"/>
	6	9617467	WO	A2	1996-06-06	Herz et al.		<input type="checkbox"/>
	7	9712486	WO	A1	1997-04-03	Slezak		<input type="checkbox"/>
	8	9721183	WO	A1	1997-06-12	Naqvi et al.		<input type="checkbox"/>
	9	9841020	WO	A1	1998-09-17	Freeman et al.		<input type="checkbox"/>
	10	9904561	WO	A1	1999-01-28	Alexander et al.		<input type="checkbox"/>
	11	9930493	WO	A1	1999-06-17	Picco et al.		<input type="checkbox"/>
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	1	GALLAGHER et al., "A Framework for Targeting Banner Advertising on the Internet," Proceedings of the 30th Annual Hawaii International Conference on System Sciences, Maui, Hawaii, January 7-10, 1997, pp., 265-274.	<input type="checkbox"/>
	2	LAMBERT, "Bell Atlantic Installs Multimedia Network Software," Multichannel News, pp. 23, January 3, 1994.	<input type="checkbox"/>
	3	BASSETT et al., "Method and Apparatus for Dynamic Targeting of Streaming Media Using Statistical Data," U.S. Application No. 09/409,601, filed September 30, 1999, 54 pages. (AT9-99-255)	<input type="checkbox"/>
	4	Office Action regarding U.S. Application No. 09/409,601, dated November 26, 2001, 20 pages. (AT9-99-255)	<input type="checkbox"/>
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	6	Office Action regarding U.S. Application No. 09/409,601, dated November 6, 2002, 11 pages. (AT9-99-255)	<input type="checkbox"/>
	7	Office Action regarding U.S. Application No. 09/409,601, dated April 11, 2003, 12 pages. (AT9-99-255)	<input type="checkbox"/>
	8	Final Office Action regarding U.S. Application No. 09/409,601, dated September 22, 2003, 15 pages. (AT9-99-255)	<input type="checkbox"/>
	9	Office Action regarding U.S. Application No. 09/409,601, dated November 26, 2003, 11 pages. (AT9-99-255)	<input type="checkbox"/>
	10	Final Office Action regarding U.S. Application No. 09/409,601, dated May 6, 2004, 12 pages. (AT9-99-255)	<input type="checkbox"/>

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**EXAMINER SIGNATURE**

Examiner Signature	Date Considered
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Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

**OR**

That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

- See attached certification statement.
- The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.
- A certification statement is not submitted herewith.

### SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Jim O. Skarsten/	Date (YYYY-MM-DD)	2012-07-19
Name/Print	Jim O. Skarsten	Registration Number	28346

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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